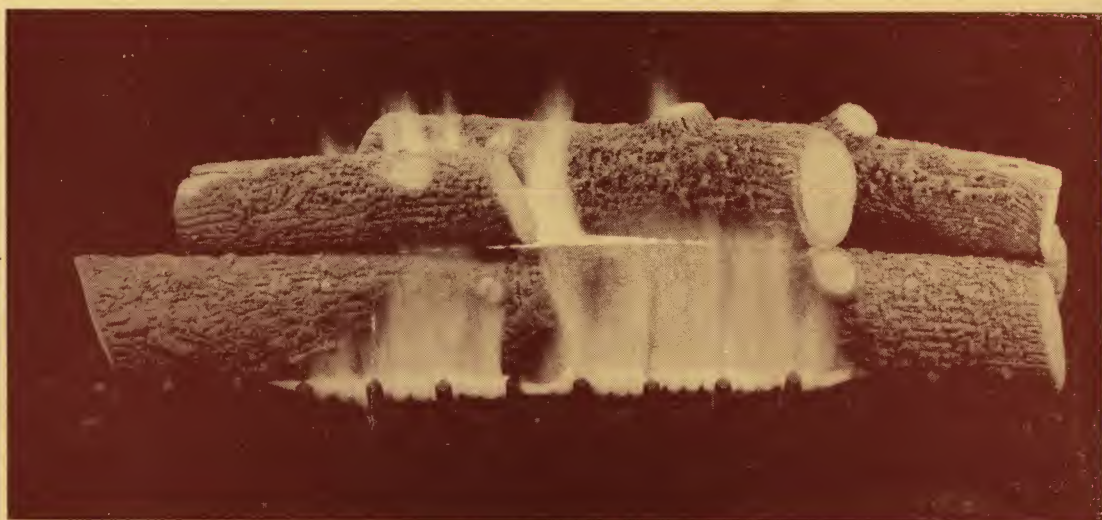


MAX ZELDEN  
1735 DALLAS TRADE MART  
DALLAS, TEXAS

*Ceramic Gas Fired*

# FLAME LOGS

*"As Natural as Nature's Own"*



Beautiful hand sculptured reproductions of individual oak logs that can be artistically arranged on your fireplace grate to suit your own taste — Providing your home with a realistic Dance of Flames to reflect the warmth and charm of your hearthside.

FLAME LOGS combine the magic of functional engineering with the smartness of nature's appearance creating for you the relaxing atmosphere of a natural wood fire — only the whiff of smoke is missing.

**Gas burning FLAME LOGS are for use only in vented, fully masonry fireplaces or fully vented portable or pre-fabricated fireplaces.**



**REALISTIC CHARM — DECORATIVE BEAUTY — ECONOMICAL HEAT — INDESTRUCTIBLE**

## **CUSTOM CERAMIC GAS FIRED FLAME LOGS**

(BEAUTIFUL GOLDEN OAK REPRODUCTIONS OF REAL WOOD)



*Grates are available but not  
supplied with any regular  
Flame Log Sets.*

### **Complete Units**

**MODEL**

- PL 20 inch set — 3 fancy matched logs
  - 1 — 20" Front Log
  - 1 — 19" Back Log
  - 1 — 16" Top Log
  - 20,000 BTU Burner
- PL 24 inch set — 3 fancy matched logs
  - 1 — 24" Front Log
  - 1 — 23" Back Log
  - 1 — 20" Top Log
  - 25,000 BTU Burner
- PL 26 inch set — 4 fancy matched logs
  - 1 — 26" Front Log
  - 1 — 23" Back Log
  - 2 — 16" Top Logs
  - 25,000 BTU Burner
- PL 30 inch set — 3 fancy matched logs
  - 1 — 30" Front Log
  - 1 — 29" Back Log
  - 1 — 26" Top Log
  - 25,000 BTU Burner
- PL 36 inch set — 3 extra fancy matched logs
  - 1 — 36" Front Log
  - 1 — 32" Back Log
  - 1 — 34" Top Log
  - 40,000 BTU Jumbo Burner

### **Complete Units**

**MODEL**

- PL 36 inch set — 4 extra fancy matched logs
  - 1 — 36" Front Log
  - 1 — 32" Back Log
  - 2 — 22" Top Logs
  - 40,000 BTU Jumbo Burner
- PL 42 inch set — 3 extra fancy matched logs
  - 1 — 42" Front Log
  - 1 — 36" Back Log
  - 1 — 38" Top Log
  - 45,000 BTU Jumbo Burner
- PL 42 inch set — 4 extra fancy matched logs
  - 1 — 42" Front Log
  - 1 — 36" Back Log
  - 2 — 26" Top Logs
  - 45,000 BTU Jumbo Burner
- PL 48 inch set — 5 extra fancy matched logs
  - 1 — 48" Front Log
  - 1 — 42" Back Log
  - 1 — 26" Top Log
  - 2 — 22" Top Logs
  - 50,000 BTU Jumbo Burner

All Length Flame Log Sets have corresponding size burner equipped with air-shutter adjustment and attached orifice.

**Individual hand-molded FLAME LOGS** ranging in size from 15 inches to 60 inches in length are available for special arrangements and all types of custom installations.

All designs and sets of Ceramic Flame Logs are unconditionally guaranteed against destruction by fire and will not discolor or disintegrate under any circumstances of intense heat and temperature. The refractories and extremely effective heat radiants used in the manufacture of Flame Logs are the identical high-test fireclays used for lining blast furnaces and high temperature electric kilns. **DO NOT BE CONFUSED WITH BLACK AND TAN IMITATION LOGS MADE FROM CONCRETE OR PLASTICS AS THESE MATERIALS WILL CRACK AND DISINTEGRATE OR TURN VARIOUS COLORS WHEN EXPOSED TO HEAT.**

**IMPORTANT —** All burners used with Ceramic Flame Logs are heavy cast iron construction with a full air-mix throat and air adjustment for maximum combustion of all gas products.

FOR THE MOST REALISTIC AND DELIGHTFUL FLAME EFFECT PLACE THE AIR-MIX BURNER ON ITS SIDE BETWEEN THE LOGS — POINT THE FLAMES TO ROLL UNDERNEATH THE FRONT LOG AND BETWEEN THE LOGS THEMSELVES.

**Manufactured only by: FLAME LOG SALES CO., INC., Elsinore, California**

## **CERAMIC FLAME LOGS with VOLCANIC CINDERS**

**(All Four and Five Piece Sets)**



*Grates are available but are not supplied with regular Flame Log and volcanic cinder set.*

### **Complete Units**

**MODEL**

CR 24 inch set — 4 fancy matched logs

1 — 24" Front Log

1 — 23" Back Log

2 — 15" Top Logs

25,000 BTU Burner

Volcanic Cinders

CR 30 inch set — 4 fancy matched logs

1 — 30" Front Log

1 — 29" Back Log

2 — 18" Top Logs

25,000 BTU Burner

Volcanic Cinders

CR 36 inch set — 4 extra fancy matched logs

1 — 36" Front Log

1 — 32" Back Log

2 — 22" Top Logs

40,000 BTU Jumbo Burner

Volcanic Cinders

### **Complete Units**

**MODEL**

CR 42 inch set — 4 extra fancy matched logs

1 — 42" Front Log

1 — 36" Back Log

2 — 26" Top Logs

45,000 BTU Jumbo Burner

Volcanic Cinders

CR 48 inch set — 5 extra fancy matched logs

1 — 48" Front Log

1 — 42" Back Log

1 — 26" Top Log

2 — 22" Top Logs

50,000 BTU Jumbo Burner

Volcanic Cinders

All Length Flame Log Sets have corresponding size burner equipped with air-shutter adjustment and attached orifice.

**Volcanic Cinders (Baseball Size) are supplied with matching four and five piece Flame Log sets in sufficient quantity to create a realistic Bed of Coals and Dance of Flames by placing the cinders around the burner and log arrangement. BURNER FLAMES PENETRATE THE CINDERS ADDING AN EXCITING ILLUSION OF SMOULDERING EMBERS.**

Setting the burner by adjusting the air shutter is the key to achieving the most natural looking flame and to assure maximum combustion. The air shutter adjustment will vary depending upon the gas pressure available, and when lighted, care must be taken to start with a clear blue flame. As the ceramic logs heat up, the flame color will change to a natural yellow. **IF THE FLAME IS STARTED YELLOW, THE LOGS WILL BECOME DISCOLORED AS THE RESULT OF IMPERFECT COMBUSTION.**

**FOR THE MOST REALISTIC AND DELIGHTFUL FLAME EFFECT PLACE THE AIR-MIX BURNER ON ITS SIDE BETWEEN THE LOGS — POINT THE FLAMES TO ROLL UNDERNEATH THE FRONT LOG AND BETWEEN THE LOGS THEMSELVES.**



## **REALISTIC FIRELOGS WITH CERAMIC ASH**

*"CHARRED OAK TEXTURES"*

**(The Ultimate in Original Art)**



*Complete unit ready for installation:*

*Custom Ceramic Flame Logs  
Burner and Attachments  
Grate*

*Volcanic Cinders  
Ceramic Ash*

### **Complete Units**

**MODEL**

- VA 24 inch set — 4 fancy matched logs  
1 — 24" Front Log  
1 — 23" Back Log  
2 — 15" Top Logs  
25,000 BTU Burner  
Volcanic Cinders  
Ceramic Ash  
19" 7/16" Steel Grate
- VA 30 inch set — 4 fancy matched logs  
1 — 30" Front Log  
1 — 29" Back Log  
2 — 18" Top Logs  
25,000 BTU Burner  
Volcanic Cinders  
Ceramic Ash  
28" 7/16" Steel Grate
- VA 36 inch set — 4 extra fancy matched logs  
1 — 36" Front Log  
1 — 32" Back Log  
2 — 22" Top Logs  
40,000 BTU Jumbo Burner  
Volcanic Cinders  
Ceramic Ash  
32" Heavy Duty 5/8" Steel Grate

### **Complete Units**

**MODEL**

- VA 42 inch set — 4 extra fancy matched logs  
1 — 42" Front Log  
1 — 36" Back Log  
2 — 26" Top Logs  
45,000 BTU Jumbo Burner  
Volcanic Cinders  
Ceramic Ash  
36" Heavy Duty 5/8" Steel Grate
- VA 48 inch set — 5 extra fancy matched logs  
1 — 48" Front Log  
1 — 42" Back Log  
1 — 26" Top Log  
2 — 22" Top Logs  
50,000 BTU Jumbo Burner  
Volcanic Cinders  
Ceramic Ash  
44" Heavy Duty 5/8" Steel Grate

All length Realistic Firelog Sets have corresponding size burner equipped with air-shutter and attached orifice.

All matching log sets listed are decorated with **VOLCANIC CINDERS** and **INDESTRUCTIBLE CERAMIC ASH** simulating actual accumulations of **CHARRED WOOD**.

These matching log sets are called **"REALISTIC FIRELOGS WITH CERAMIC ASH."**

The magical ash textures turn an incandescent red when touched by flame and complete the illusion of a smouldering and burning natural wood fire. For unbelievable and exquisite beauty ask for **"REALISTIC FIRELOGS WITH CERAMIC ASH."**

Ceramic Ash is a formula of fireclay materials which is fused and hardened by heat. When applied to ceramic Flame Logs the Ash becomes an indestructible part of the log itself and creates a permanently glowing surface when touched by fire or exposed to heat.



ANOTHER QUALITY PRODUCT FROM

**DESERT RAY Products, Inc.**

P. O. BOX 948 — GARLAND, TEXAS

Printed in U.S.A.



# 1961 LIST PRICES ON TOP QUALITY

## CUSTOM CERAMIC GAS FIRED FLAME LOGS

REALISTIC CHARM — DECORATIVE BEAUTY — ECONOMICAL HEAT — INDESTRUCTIBLE

MODEL	COMPLETE UNITS	LIST PRICE	BOXED SHIPPING WEIGHT	MODEL	COMPLETE UNITS	LIST PRICE	BOXED SHIPPING WEIGHT
PL 20 inch set—3 fancy matched logs	1 — 20" Front Log			PL 36 inch set—4 extra fancy matched logs	1 — 36" Front Log		
	1 — 19" Back Log	\$44.95	50 lbs.		1 — 32" Back Log	\$64.95	150 lbs.
	1 — 16" Top Log				2 — 22" Top Logs		
	20,000 Btu Burner				40,000 Btu Jumbo Burner		
PL 24 inch set—3 fancy matched logs	1 — 24" Front Log			PL 42 inch set—3 extra fancy matched logs	1 — 42" Front Log		
	1 — 23" Back Log	\$49.95	60 lbs.		1 — 36" Back Log	\$84.95	150 lbs.
	1 — 20" Top Log				1 — 38" Top Log		
	25,000 Btu Burner				45,000 Btu Jumbo Burner		
PL 26 inch set—4 fancy matched logs	1 — 26" Front Log			PL 42 inch set—4 extra fancy matched logs	1 — 42" Front Log		
	1 — 23" Back Log	\$54.95	80 lbs.		1 — 36" Back Log	\$89.95	175 lbs.
	2 — 16" Top Logs				2 — 26" Top Logs		
	25,000 Btu Burner				45,000 Btu Jumbo Burner		
PL 30 inch set—3 fancy matched logs	1 — 30" Front Log			PL 48 inch set—5 extra fancy matched logs	1 — 48" Front Log		
	1 — 29" Back Log	\$54.95	90 lbs.		1 — 42" Back Log	\$97.95	200 lbs.
	1 — 26" Top Log				1 — 26" Top Log		
	25,000 Btu Burner				2 — 22" Top Logs		
PL 36 inch set—3 extra fancy matched logs	1 — 36" Front Log				50,000 Btu Jumbo Burner		
	1 — 32" Back Log	\$61.95	125 lbs.				
	1 — 34" Top Log						
	40,000 Btu Jumbo Burner						

All length Flame Log sets have corresponding size burner equipped with air-shutter adjustment and attached orifice. Individual hand-molded Flame Logs ranging in size from 15 inches to 60 inches in length are available for special arrangements and all types of custom installations. Ask your dealer for particulars.

Grates are available but are not supplied with any regular Flame Log set

## LIST OF INDIVIDUAL CERAMIC FLAME LOGS AVAILABLE

Extra Fancy Individual Logs with Full  
Art Work — Axe Cuts, Knots and Axe Tears



16" Individual Log	34" Individual Log
18" Individual Log	36" Individual Log
20" Individual Log	38" Individual Log
22" Individual Log	42" Individual Log
24" Individual Log	48" Individual Log
26" Individual Log	52" Individual Log
30" Individual Log	56" Individual Log
32" Individual Log	60" Individual Log

Individual Ceramic Logs to be used as Back Logs only in Standard Sets — Plain with Bark

15" Individual Log	23" Individual Log
17" Individual Log	29" Individual Log
19" Individual Log	

*For use in Masonry Fireplaces and fully vented enclosures only*

PRICES F.O.B. GARLAND, TEXAS

Another Quality Product From

**DESERT RAY PRODUCTS, INC.**

Box 948

Garland, Texas

**MAX ZELDEN**

1735 DALLAS TRADE MART  
DALLAS, TEXAS



# 1961 LIST PRICES ON TOP QUALITY

## CERAMIC FLAME LOGS WITH VOLCANIC CINDERS — all four and five piece sets REALISTIC CHARM — DECORATIVE BEAUTY — ECONOMICAL HEAT — INDESTRUCTIBLE

MODEL	COMPLETE UNITS	LIST PRICE	BOXED SHIPPING WEIGHT	MODEL	COMPLETE UNITS	LIST PRICE	BOXED SHIPPING WEIGHT
<b>CR 24 inch set—4 fancy matched logs</b>				<b>CR 42 inch set—4 extra fancy matched logs</b>			
	1 — 24" Front Log				1 — 42" Front Log		
	1 — 23" Back Log	\$54.95	60 lbs.		1 — 36" Back Log	\$92.95	175 lbs.
	2 — 16" Top Logs				2 — 26" Top Logs		
	25,000 Btu Burner				45,000 Btu Jumbo Burner		
	Volcanic Cinders				Volcanic Cinders		
<b>CR 30 inch set—4 fancy matched logs</b>				<b>CR 48 inch set—5 extra fancy matched logs</b>			
	1 — 30" Front Log				1 — 48" Front Log		
	1 — 29" Back Log	\$59.95	90 lbs.		1 — 42" Back Log	\$99.95	200 lbs.
	2 — 18" Top Logs				1 — 26" Top Log		
	25,000 Btu Burner				2 — 22" Top Logs		
	Volcanic Cinders				50,000 Btu Jumbo Burner		
<b>CR 36 inch set—4 extra fancy matched logs</b>					Volcanic Cinders		
	1 — 36" Front Log						
	1 — 32" Back Log	\$67.95	150 lbs.				
	2 — 22" Top Logs						
	40,000 Btu Jumbo Burner						
	Volcanic Cinders						

All length Flame Log sets have corresponding size burner equipped with air-shutter adjustment and attached orifice. Volcanic Cinders (baseball size) are supplied with matching four and five piece Flame Log sets in sufficient quantity to create a realistic Bed of Coals and Dance of Flames by placing the cinders around the burner and log arrangement. **BURNER FLAMES PENETRATE THE CINDERS ADDING AN EXCITING ILLUSION OF SMOULDERING EMBERS**

Grates are available but are not supplied with any regular Flame Log and Volcanic Cinder sets

## REALISTIC FIRELOGS WITH CERAMIC ASH IN "CHARRED OAK TEXTURES"

MODEL	COMPLETE UNITS	LIST PRICE	BOXED SHIPPING WEIGHT	MODEL	COMPLETE UNITS	LIST PRICE	BOXED SHIPPING WEIGHT
<b>VA 24 inch set—4 fancy matched logs</b>				<b>VA 42 inch set—4 extra fancy matched logs</b>			
	1 — 24" Front Log				1 — 42" Front Log		
	1 — 23" Back Log	\$59.95	80 lbs.		1 — 36" Back Log	\$104.95	175 lbs.
	2 — 16" Top Logs				2 — 26" Top Logs		
	25,000 Btu Burner				45,000 Btu Burner		
	Volcanic Cinders				Volcanic Cinders		
	Ceramic Ash				Ceramic Ash		
	19" 7/16" Steel Grate				36" Heavy Duty 5/8" Steel Grate		
<b>VA 30 inch set—4 fancy matched logs</b>				<b>VA 48 inch set—5 extra fancy matched logs</b>			
	1 — 30" Front Log				1 — 48" Front Log		
	1 — 29" Back Log	\$64.95	100 lbs.		1 — 42" Back Log	\$109.95	200 lbs.
	2 — 18" Top Logs				1 — 26" Top Log		
	25,000 Btu Burner				2 — 22" Top Logs		
	Volcanic Cinders				50,000 Btu Jumbo Burner		
	Ceramic Ash				Volcanic Cinders		
	28" 7/16" Steel Grate				Ceramic Ash		
<b>VA 36 inch set—4 extra fancy matched logs</b>					44" Heavy Duty 5/8" Steel Grate		
	1 — 36" Front Log						
	1 — 32" Back Log	\$79.95	150 lbs.				
	2 — 22" Top Logs						
	40,000 Btu Jumbo Burner						
	Volcanic Cinders						
	Ceramic Ash						
	32" Heavy Duty 5/8" Steel Grate						

All length **REALISTIC FIRELOG** sets have corresponding size burner equipped with air-shutter adjustment and attached orifice. **Grates ARE supplied with all matching Firelog Sets listed and are decorated with Volcanic Cinders and indestructible Ceramic Ash simulating actual accumulations of charred wood.**

*For use in Masonry Fireplaces and fully vented enclosures only*